

**IN THE CLAIMS**

Please amend claims as follows:

1. (Currently Amended) A method comprising:  
receiving a call from a mobile device;  
selecting a response to the call based upon a service dialed number selected to address the call, the service dialed number containing at least a first segment and a second segment, the first segment representing a unique code used by the mobile operator to route the call and the second segment representing a unique code that identifies the service; and  
initiating a dialog between a server and the mobile device prior to the call being answered.
2. (Cancelled)
3. (Original) The method of claim 1, further comprising:  
determining, from the call, a subscriber identifier.
4. (Original) The method of claim 3, further comprising:  
determining, based upon the subscriber identifier, a set of capabilities of the mobile device.
5. (Original) The method of claim 4, further comprising:  
selecting, based upon the set of capabilities, a format, through which the mobile device is capable of communicating, for the dialog.

6. (Original) The method of claim 5, wherein the format is two-way SMS.
7. (Original) The method of claim 1, further comprising:  
selecting, based upon a first subset of the information, the server to select the response.
8. (Original) The method of claim 1, further comprising:  
identifying, based upon a second subset of the information, data independent of the server  
and a recipient of the call.
9. (Original) The method of claim 8, wherein the data is one of a product, a location, a  
person, and a group of people.
10. (Currently Amended) The method of claim 1, wherein the information ~~may be~~ is  
selected through at least one of a standard cellular phone interface, touchscreen soft buttons,  
and voice recognition.
11. (Original) The method of claim 1, wherein the response instructs the mobile device  
to connect to the server.
12. (Currently Amended) A system comprising:  
a network computer telephony integrated system to receive a call from a mobile  
device;

a service server to select a response to the call, based upon a service dialed number selected to address the call, the service dialed number containing at least a first segment and a second segment, the first segment representing a unique code used by the mobile operator to route the call and the second segment representing a unique code that identifies the service; and

a push server to initiate a dialog between the service server and the mobile device before the call is answered by the network computer telephone integrated system.

13. (Cancelled)
14. (Previously Presented) The system of claim 12, wherein the network computer telephony integrated system is to determine, from the call, a subscriber identifier.
15. (Previously Presented) The system of claim 14, wherein the push server is to determine, based upon the subscriber identifier, a set of capabilities of the mobile device.
16. (Previously Presented) The system of claim 15, wherein the push server is to select, based upon the set of capabilities, a format, through which the mobile device is capable of communicating, for the dialog.
17. (Previously Presented) The system of claim 16, wherein the format is two-way SMS.

18. (Previously Presented) The system of claim 12, wherein the push server is to select, based upon a first subset of the information, the service server to select the response.
19. (Previously Presented) The system of claim 18, wherein a second subset of the information identifies data independent of the service server and the network computer telephony integrated system.
20. (Previously Presented) The system of claim 19, wherein the data is one of a product, a location, a person, and a group of people.
21. (Currently Amended) The system of claim 12, wherein the information ~~may be~~ is selected through at least one of a standard cellular phone interface, touchscreen soft buttons, and voice recognition.
22. (Previously Presented) The system of claim 12, wherein the response instructs the mobile device to connect to the service server.
23. (Currently Amended) A machine-readable medium that provides instructions that, when executed by a machine, cause the machine to perform operations comprising:  
receiving a call from a mobile device; and  
sending information about the call to a push server to initiate a dialog between a service server and the mobile device, prior to the call being answered, the dialog to include a response to be selected based upon a service dialed number selected to address the call, the

service dialed number containing at least a first segment and a second segment, the first segment representing a unique code used by the mobile operator to route the call and the second segment representing a unique code that identifies the service.

24. (Cancelled)

25. (Previously Presented) The machine-readable medium of claim 23, wherein operations further comprise:

determining, from the call, a subscriber identifier.

26. (Previously Presented) The machine-readable medium of claim 23, wherein the information may be selected through a standard cellular phone interface.

27. (Currently Amended) A machine-readable medium that provides instructions that, when executed by a machine, cause the machine to perform operations comprising:

receiving, from a network computer telephony integrated system, data about a call received from a mobile device; and

initiating a dialog between a service server and the mobile device, before the call is answered by the network computer telephony integrated system, the dialog to include a response to be selected based upon a service dialed number selected to address the call, the service dialed number containing at least a first segment and a second segment, the first segment representing a unique code used by the mobile operator to route the call and the second segment representing a unique code that identifies the service.

28. (Previously Presented) The machine-readable medium of claim 27, wherein operations further comprise:

determining, based upon a subscriber identifier, a set of capabilities of the mobile device.

29. (Previously Presented) The machine-readable medium of claim 28, wherein operations further comprise:

selecting, based upon the set of capabilities, a format, through which the mobile device is capable of communicating, for the dialog.

30. (Previously Presented) The machine-readable medium of claim 29, wherein the format is two-way SMS.

31. (Previously Presented) The machine-readable medium of claim 27, wherein operations further comprise:

selecting, based upon a first subset of the information, a service server to select the response.

32. (Previously Presented) The machine-readable medium of claim 31, wherein operations further comprise:

identifying, based on a second subset of the information, a specification independent of the service server and the network computer telephony integrated system.

33. (Previously Presented) The machine-readable medium of claim 32, wherein the specification is one of a product, a location, a person, and a group of people.

34. – 75. (Cancelled)